

# RITE and LAN Services Form Strategic Alliance

Techno-commercial alliance to offer prepaid and loyalty card application for multi-channel enterprises using Microsoft Dynamics RMS

Minnesota's Retail Information Technology Enterprises (RITE) and California's LAN Services, LLC are joining hands to bring out a new application that would augment the use of "Gift Cards" with RMS integrated web stores.

The deal has not only commercial significance for both RITE and LAN Services, but it is also a breakthrough in optimizing the needs of retail customers shopping online. Rick Feuling, the president of RITE explained, "The RITE Gift application, an application that helps manage gift cards on Microsoft Dynamics Retail Management System (RMS), is now integrated with an ecommerce platform thanks to the development team associated with 24SevenCart. With RITE Gift application integration to 24SevenCart online store system, a customer can redeem gift cards across multiple locations or from the web store. He/She can now conveniently pay for a purchase using their existing gift cards at the store or online. "

A retailer using Microsoft Dynamics RMS can accept gift cards at one location or across multiple locations. It makes it easy to create and redeem gift cards. For the shoppers, they can redeem it fully or partially whenever they make a purchase at the store. For retailers who otherwise pay the credit card service providers hefty fees for gift cards, this option will be a money-saver.

24SevenCart ecommerce solution helps retailers by taking their Microsoft Dynamic RMS based inventory online and establishing an RMS integrated ecommerce store. The RMS retailer can easily upload items or download orders to and from the online store quite easily.

"We have built a synergy in gift card processing for RMS users," said Anil Jindal, CEO of LAN Services, "A Gift Card created at the store can now be redeemed at the physical store and/or at the retailer's website. Moreover, the online shoppers can pay for their orders using either credit or gift card or both."

LAN Services is known for their high-end applications for Dynamics RMS and POS 2009 and RITE is popular for their total computerized solutions for retail industry. Be it the RITE Gift and Biometrics or LAN'S' 24SevenCart shopping cart, their products have been widely accepted by retailers. Now, with the integration of their major products, which would complement and enhance the performance of each other, online shoppers will have more options to exercise and ultimately, the retailers will succeed in reaping higher profits.

## **About RITE:**

Headquartered in Sartell, Minnesota, Retail Information Technology Enterprises (RITE) provides complete Point of Sale solutions to retailers. From POS software and hardware through professional installation, training and support, RITE has everything to offer to run a successful retail business. For further details on RITE, please visit: <http://www.rite.us>

## **About LAN Services:**

A decade in the information technology market and with numerous satisfied customers, LAN Services, LLC (a Microsoft Certified Partner) has now an enviable list of worldwide clientele. Besides the 24SevenCart online store solution, LAN Services has also developed complete business models for e-retailing, point-of-sale solutions, Social networking, Price Comparison Engines, intranet portals and online marketing. <http://www.lanservices.com>